

Minnesota Manufacturing Business Conditions Survey Methodology – Year End 2009

The D&B Selectory Online database of Minnesota Manufacturers provided the population of 13,510 manufacturing establishments for the survey. A random sample of 1,000 businesses was drawn from the population.

Two mailings of a post card survey were sent to each of the selected businesses. The first mailing was the first week of November and the second mailing went out to businesses that had not responded by November 17th. The cutoff for survey responses was December 1st. A total of 209 usable surveys were received, for a response rate of 20.9 percent. Of the usable surveys, 77 were from respondents indicating that their specific location had no manufacturing on site. Additional surveys were returned as undeliverable or were unusable.

Survey results were tabulated for all manufacturers with manufacturing on site. The confidence interval for sampling error was calculated. The 95 percent confidence interval for the table of results for all manufacturers is plus or minus 6.7 percentage points. Results are also subject to errors introduced by other factors such as the wording of questions and differences between survey respondents and non-respondents.